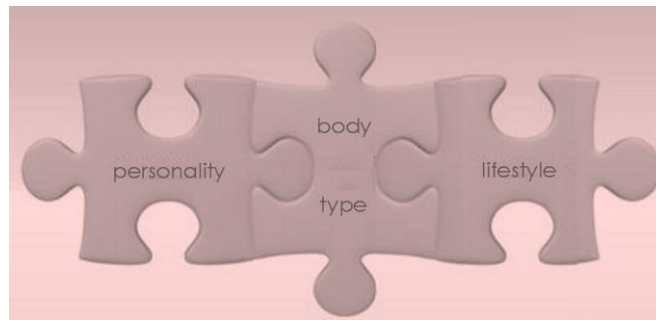


PMT Guiding Principles

We believe that each of us possesses a unique and valuable presence in this world. To render the most authentic, reliable, trustworthy, confident, comfortable, relevant and connected parts of ourselves it's imperative that the individual is known and understood. We have a holistic approach that assists us in determining these outcomes, by determining personal style. The adornment a person selects is an essential component to the individual and is an incredible opportunity to align the internal with the external. Our goal is to find this alignment, where the fruit of this journey is made evident in your enjoyment of the world and for the world to enjoy you.

We use our three guiding principles to unpack your individuality, define your overall personal style and wardrobe objectives which drives wardrobe selections. On continuum, think of liberating your unique point of view, your verve and drive with purpose and focus by applying these PMT Guiding Principles each time you get dressed or whenever you add to or remove from your closet:



Personality – determines ‘preferences’ - who you are, how you express yourself, what your interests are and your activities – these, and many more, components make you a unique and valuable asset to your family, group or place of work. We make sure *you* are represented in your overall wardrobe.

Moral: dress for your personality to communicate authenticity and trust

Body Type – determines ‘fit’ – while each of us is unique, both inside and out, knowing what typical ‘body type’ category you fall into offers tried and true fit-formulas that enable you to make selections for the most flattering and comfortable fit. Remember ‘fit’ first, above all other wardrobe component and one look in the mirror proves its power.

Moral: dress for your body type and it communicates comfort and confidence

Lifestyle – determines ‘context’ – We live our lives day by day, however, longer term and more global factors influence our wardrobe selections. Understanding the elements in your day, week & year together with your location, climate, season, social & professional environments is imperative for the realistic wardrobe collection. The many occasions, circumstances and events in our lives call upon commensurate appropriate attire, including our age range and aspirations. Add consistency and the ability to be flexible, open & prepared well, you have the makings of a cohesive and composed wardrobe.

Moral: dress for your lifestyle and it communicates relevance and connectedness

